

**IN THE UNITED STATES DISTRICT COURT  
FOR THE WESTERN DISTRICT OF NORTH CAROLINA  
CHARLOTTE DIVISION  
Civil Action No.: 3:17-CV-00652**

SNYDER’S-LANCE, INC. and PRINCETON  
VANGUARD, LLC,

Plaintiffs,

v.

FRITO-LAY NORTH AMERICA, INC.,

Defendant.

**EXPERT REPORT AND DECLARATION  
OF PROFESSOR ISABELLA  
CUNNINGHAM**

**INDEX OF APPENDICES**

<b><u>Appendix No.</u></b>	<b><u>Description</u></b>
----------------------------	---------------------------

- |    |  |
|----|--|
| 1. | Consumer Internet Survey (Secondary Meaning) for TEST  |
| 2. | Sample Disposition of Pretzel Crisps Survey among 1,495 Survey Participants who Opened the Internet Survey |
| 3. | Demographics   |
| 4. | Stimulus = Test  |
| 5. | Dr. Isabella Cunningham – Cases retained as an expert witness since 2009                                   |
| 6. | Dr. Isabella Cunningham CV   |